

New Jersey Ghana and South Africa

Trade and Business Mission



NEW JERSEY & AFRICA WHY OPPORTUNITIES ABOUND

The New Jersey Commerce & Economic Growth Commission is proud to announce its inaugural trade and investment mission to the African nations of Ghana and South Africa. Running from May 10–22, Commerce Secretary William D. Watley will lead an envoy of businesses that will visit the cities of Johannesburg, Cape Town and Pilanesburg; South Africa and Accra; Ghana, to develop and enhance New Jersey's business relationships globally.

Ghana and South Africa are particularly appealing, not simply for their free market economies and successful democratic reforms, but also since their economic needs match many of New Jersey's economic strengths with pharmaceuticals, telecommunications, information technology and transportation infrastructure the most promising.

The Corporate Council on Africa reports that the business climate in Africa is more favorable than ever. We encourage New Jersey businesses to attend this trade mission to Africa—the world's second largest continent with 750 million people, vast natural resources and growing markets.



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May 10–22, 2003



WELCOME

The New Jersey Commerce & Economic Growth Commission is proud to announce its inaugural trade and investment mission to the key African nations of Ghana and South Africa. Commerce Secretary William D. Watley will lead an envoy of businesses that will visit the cities of Johannesburg, Cape Town, and Pilanesburg, South Africa and Accra, Ghana, to develop and enhance New Jersey's business relationships globally.

In many industry sectors such as power supply, telecommunications, information technology and transportation, competition is keener than ever. Successful companies are looking for opportunities in economies around the world.

With the globalization of information and the Internet, new opportunities are emerging in countries previously underutilized. Among these opportunities are the continent of Africa and the countries of Ghana and the Republic of South Africa (RSA).

The business opportunities in Ghana and South Africa are surprising. Democracy and free enterprise are providing a foundation of economic growth unmatched in the past century.

Current economic trends are encouraging and confirm opportunities for New Jersey's business. The Republic of South Africa accounts for more than 45 percent of Sub-Saharan Africa's Gross Domestic Product (GDP)

Similarly, Ghana is experiencing an economic rebirth with the inauguration of President John Kufuor in December 2000. In two short years, the nation has

become a trailblazing force in promoting economic reforms and democratic, pro-capitalist institutions and policies. Recognized as the "Gateway to Africa," Ghana has become the leading commercial hub of a vast and heavily populated West African coast. With a stable political leadership, guiding such a growing economic ship, Ghana's overall economy shows no signs of slowing down. Its GDP has averaged 5.5 percent over the last decade, and the nation was a prime beneficiary of the African Growth and Opportunity Act, which provides a foundation for increased investment and commercial relations with the United States, further enhancing its appeal to foreign investors.

Do not miss this rare prospect for global business investment. The cost of full participation is only \$2,000, or \$1,500 for partial participation, plus standard costs for flights, meals and lodging, which include:

- One-on-one pre-screened appointments
- Business and cultural briefings
- Select luncheons and dinners
- Business receptions
- Logistical coordination

To learn more about this exciting opportunity, contact Isaac Inyang by phone at (609) 292-5431 or e-mail at isaac.inyang@commerce.state.nj.us.

CONDITIONS OF PARTICIPATION

A. Criteria: Firms that participate in New Jersey Commerce & Economic Growth Commission's Trade Mission to Ghana and South Africa must promote products or services that meet one of the following criteria: manufactured or produced in New Jersey; or, if manufactured or produced outside of New Jersey, the product or service must be marketed under the name of a U.S. firm and have U.S. content representing at least 51 percent of the value of the finished goods or services.

B. Within limits of available resources, the New Jersey Commerce & Economic Growth Commission agrees to: (1) Provide publicity to attract to the Official Trade Mission potential importers, distributors, agents, buyers and end-users of the products or services featured in the Official Trade Mission. (2) Provide management staff to coordinate the Official Trade Mission. (3) Provide space for the Official Trade Mission. (4) After the Official Trade Mission, endeavor to forward in a timely manner to participant any follow up leads received by the New Jersey Commerce & Economic Growth Commission concerning said participant.

C. The participant agrees to: (1) Participate actively and send a representative on the Official Trade Mission. (2) Make a financial contribution (the "Participation Fee") in the amount specified to the New Jersey Commerce & Economic Growth Commission for use in funding all services provided to the participant, including marketing, operating and hospitality costs of the event, and other international trade promotional activities. A signed Participation Agreement is to be submitted with the contribution. (3) Furnish required number of catalogs and other requested information on participant's firm, its products, and participation objectives. (4) Ship catalogs and sales literature according to shipping and marketing instructions furnished by the Commission. (5) Reply promptly to any business inquiries generated by participation. (6) When requested by the New Jersey Commerce & Economic Growth, contribute information on sales results and agency agreements concluded or under negotiation. If the participant requests particular information to be treated confidentially, the Commission will honor the request to the extent possible under applicable law.

D. Other Conditions: (1) The Commission assumes no liability for damages or losses resulting from or related to the failure of the participant to comply with the provisions of these Conditions of Participation. If the Official Trade Mission is canceled or rescheduled, or the participant's literature does not arrive overseas in time for display, the participant waives all claims for liability against the New Jersey Commerce & Economic Growth Commission for damages or losses to the participant. (2) If, for any reason, the participant cancels its participation, its full financial contribution will not be refunded unless written notice of cancellation is received by the Commission at least 21 days before the date of the event. (3) The New Jersey Commerce & Economic Growth Commission may cancel an Official Trade Mission or the participation of any company for the convenience of New Jersey or the U.S. Government. In the event such a cancellation occurs, any contribution made by the participant will be refunded. (4) All applications for participation in the Official Trade Mission are subject to approval by the Commission. (5) While the Commission will make every effort to facilitate a successful Official Trade Mission, it is understood and agreed that the Commission does not guarantee in any way the success of the participant or the sales efforts of any participant. The only contractual obligations the Commission assumes are those expressly made herein or mutually agreed to by an amendment in writing.

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PARTICIPATION AGREEMENT

Please print clearly or type

1. Please identify yourself and your company.

Company Name _____

Contact Name _____

Title _____

Department _____

Address _____

City _____

State _____ Zip Code _____

Phone _____ Fax _____

2. What industry sector is your company in?

- ☐ Pharmaceuticals or Biotechnology manufacturing
- ☐ Environmental technology and equipment
- ☐ Information technology
- ☐ Food processing or packaging equipment
- ☐ Telecommunications
- ☐ Healthcare
- ☐ Manufacturing
- ☐ Construction
- ☐ Medical equipment
- ☐ Security systems and safety
- ☐ Education and training
- ☐ Travel and tourism
- ☐ Agribusiness
- ☐ Energy, road and infrastructure
- ☐ Other

3. Briefly summarize the products or services your company offers.

4. Number of employees?

- ☐ 1–10 ☐ 11–50 ☐ 50–100
- ☐ 101–299 ☐ 300–500 ☐ Over 500

5. Is your company new to exporting?

- ☐ Yes ☐ No

5a. Please check the appropriate box that indicates the type of business relationships you seek to establish in one-on-one meetings in Ghana.

- ☐ Sales agent/representative
- ☐ Partnership/join venture
- ☐ Distributor
- ☐ End user/direct sales/dealer
- ☐ Licensing agreement
- ☐ Franchise

5b. Please check the appropriate box that indicates the type of business relationships you seek to establish in one-on-one meetings in South Africa.

- ☐ Sales agent/representative
- ☐ Partnership/joint venture
- ☐ Distributor
- ☐ End user/direct sales/dealer
- ☐ Licensing agreement
- ☐ Franchise

6. If you have an agent who will attend the one-on-one meetings in Ghana and/or South Africa scheduled for your company, fill out the following information.

Company Name _____

Contact Name _____

Title _____

Department _____

Address _____

City _____

State _____ Zip Code _____

Phone _____

7. Please sign and return this Participation Agreement with payment of \$2,000 for full participation or \$1,500 for one country only, made payable to the New Jersey Commerce & Economic Growth Commission, Office of International Trade and Protocol, P.O. Box 820, Trenton, NJ 08625. By signing this Participation Agreement I acknowledge that I have read the Terms and Conditions on the back.

**Register by March 7, 2003 and receive a \$500 discount.*

Please check one:

- ☐ Ghana and South Africa \$2,000
- ☐ Ghana only \$1,500
- ☐ South Africa only \$1,500

I agree to abide by the terms of the *Participation Agreement* and acknowledge that the information provided by me to the New Jersey Commerce & Economic Growth Commission in connection with the trade mission may be made available to the public.

Signature

Date

Please print or type your name

Title

PASSENGER INFORMATION

Full name (*exactly as it appears on your passport*)

Business phone

Residence phone

Please indicate any special dietary requirements or health needs

Physical disability
(*requiring wheelchair or special assistance*)

Passport Information Section

Passport number

Date of issue

Place of issue: City State

Country Expiration date

Date of birth

Country of citizenship

Emergency Contact

Name

Relationship

Address

Day phone

Evening phone

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FAST FACTS: REPUBLIC OF GHANA

Geography

Located on West Africa's Gulf of Guinea, a few degrees north of the Equator. Half of Ghana is less than 500 feet above sea level. The highest elevation is 2,900 feet.

Climate

Tropical. The eastern coastal belt is warm and comparatively dry; the southwest corner, hot and humid; and the north, hot and dry. Rainy seasons in the south are May–June and August–September; in the north rainy seasons tend to merge.

A dry, northeasterly wind, the Harmattan, blows in January and February. Annual rainfall in the coastal zone averages 33 inches.

Volta Lake is the largest manmade lake in the world. The lake generates electricity, provides inland transportation, and is a potentially valuable resource for irrigation and fish farming.

Economy

Imports were \$2.83 billion (f.o.b., 2000). Import commodities include capital equipment, petroleum and foodstuffs. Trading partners include the UK, Nigeria, US, Germany, Italy, Spain (1998). Import-substitution industries include textiles; steel (using scrap); tires; oil refining; flour milling; beverages; tobacco; simple consumer goods; and car, truck, and bus assembly.

By West African standards, Ghana has a diverse and rich resource base. The country is mainly agricultural. Cash crops consist primarily of cocoa and cocoa products, which typically provide about two-thirds of export revenues. Minerals—principally gold, diamonds, manganese ore, and bauxite—are produced and exported. Ghana's industrial base is relatively advanced compared to many other African countries.

Tourism has become one of Ghana's largest foreign income earners (ranking third in 2000), and the Ghanaian Government has placed great emphasis upon further tourism support and development.



Natural Resources

Gold, timber, industrial diamonds, bauxite, manganese, fish, rubber, and hydropower generation. Ghana has roughly twice the per capita output of the poorer countries in West Africa. Even so, Ghana remains heavily dependent on international financial and technical assistance. Gold, timber, and cocoa production are major sources of foreign exchange.

U.S. Embassy

The U.S. Embassy is located on Ring Road East, near Danquah Circle, Accra.

Telephone 233-21-775347/8/9

P.O. Box 194

Accra, Ghana.

For American citizen services and visa questions, the embassy consular section telephone number is 233-21-776602. Americans visiting Ghana are encouraged to register at the Consular Section of the U.S. Embassy in Ghana and obtain updated information on travel and security.

Detailed information of the Republic of Ghana can be found on the U.S. Department of State Web Site www.state.gov/plafl/ci/gh and the Central Intelligence Agency's World Factbook 2002 <http://www.cia.gov/cia/publications/factbook/index.html>

within the country. The Embassy maintains a Web Site at <http://usembassy.state.gov/accra/>

Entry/Exit Requirements

A passport and visa are required, as is evidence of a yellow fever vaccination.

Travelers should obtain the latest information and details from the Embassy of Ghana,
3512 International Drive, NW
Washington, DC 20008
telephone (202)686-4520
website <http://www.ghana-embassy.org>

or from the Ghanaian Consulate General
19 East 47th Street
New York, NY 10017
telephone (212) 832-1300.

U.S. Relations

The United States has enjoyed good relations with Ghana at the nonofficial, personal level since Ghana's independence.

Thousands of Ghanaians have been educated in the United States. Close relations are maintained between educational and scientific institutions, and cultural links, particularly between Ghanaians and African-Americans, are strong.

Safety and Security

Due to the potential for violence, U.S. citizens should exercise caution and maintain security awareness at all times. Now, American citizens are urged to avoid unnecessary travel to the Northern Region of Ghana.

Medical Facilities

Medical facilities are limited, particularly outside Accra, the capital.

Medical Insurance

The Department of State strongly urges Americans to consult with their medical insurance company prior to traveling abroad to confirm whether their policy applies overseas and whether it will cover emergency expenses such as a medical evacuation.

U.S. medical insurance plans seldom cover health costs incurred outside the United States unless supplemental coverage is purchased.

Useful information on medical emergencies abroad, including overseas insurance programs, is provided in the Department of State's Bureau of Consular Affairs brochure Medical Information for Americans Traveling Abroad, available via the Bureau of Consular Affairs home page or autofax: (202) 647-3000.

Other Health Information

Information on vaccinations and other health precautions may be obtained from the Centers for Disease Control

and Prevention's hotline for international travelers at telephone 1-877-FYI-TRIP (1-877-394-8747); fax 1-888-CDC-FAXX (1-888-232-3299); or by visiting the CDC Internet home page at <http://www.cdc.gov>

Malaria is a serious and sometimes fatal disease. Chloroquine-resistant *P. falciparum* malaria is a severe form of the disease that is found in many parts of western Africa, including Ghana. For additional information on malaria, protection from insect bites, and antimalarials, please see the CDC Travelers' Health website at <http://www.cdc.gov/travel/wafrica.htm>

Customs Restrictions

Visitors entering or departing Ghana with more than \$5,000 cash are required to declare the amount upon entry into Ghana. Currency exchange is available at most banks and at licensed foreign exchange bureaus.

Currency transactions with private citizens is illegal. The Government of Ghana also prohibits departing travelers from carrying more than 5,000 Cedis out of the country.

Credit Cards

Visa and MasterCard are accepted in larger cities. However, currency is the preferred form of payment and some credit card restrictions may apply in small towns and rural areas.

Time Difference

Ghana is five hours ahead of Eastern Standard Time in the U.S.

Telephone

The international code of Ghana is 233. If calling from the U.S. dial 011 before the country code.

Electricity

Current is 220/240 volts. Take adaptor plugs for razors, blow driers and other electrical appliances.

Photography Restrictions

Taking pictures near sensitive installations, including military sites and government buildings, is prohibited. These sites are not always clearly marked, and application of these restrictions is subject to interpretation. Permission may be obtained from Ghanaian security personnel. Permission should also be obtained before taking photographs of anyone in uniform (police officers and military officers, for example). In some instances, film and cameras have been confiscated.

Clothing Prohibitions

Wearing any military apparel, such as camouflage jackets or trousers, or any clothing or items that may appear military in nature, is strictly prohibited.

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GHANA

General Economic Overview

- The overall performance of Ghana's economy improved in 2001. Real GDP growth rate rose from 3.7 percent in 2000 to 4.2 percent in 2001, while fiscal and monetary management improved markedly, contributing to a significant decline in inflation and a stable local currency. Inflation is on the decline and interest rates have edged down as well.

- Attraction of foreign direct investment has been a main feature of Ghana's economic recovery program which was started in 1983 under the auspices of the World Bank and the IMF. The Kufuor Government, which came into power in January 2001, has maintained the encouragement of foreign investment in Ghana as a cornerstone of Ghana's future economic policies.

New Jersey + Ghana = Opportunity

- New Jersey's reputation as America's foremost pharmaceutical, medical technology and supply leader is beyond dispute.

Private health institutions in Ghana have continued their upward trend, therefore the market for new, used and refurbished medical equipment remain high. Supplies such as scanners, hospital beds and furniture, ultra sound, sterilizers, X-Ray and laboratory equipment remain in great demand.

- New Jersey lies at the heart of the greatest mass transportation infrastructure in the world, providing transportation to millions every day. The State's wealth of construction, manufacturing and logistical enterprises all stand to gain from such a valuable opportunity to extend their expertise in Ghana. From giants like the Foster Wheeler Corporation to smaller family-run construction and manufacturing enterprises, the Garden State remains second to none.

The Government of Ghana has committed substantial resources to road building efforts, although the generally poor quality of Ghanaian roads still slows down the delivery of goods, especially during the rainy season.

- New Jersey is home to some of the nation's premier telecommunications companies, from AT&T, Verizon, Lucent Technologies, Avaya and others, in addition to a wealth of smaller, telecommunications-based small business enterprises.

The liberalization of Ghana's telecommunications industry has created opportunities for providers of a variety of communications services. Ghana's growing electricity demand and the government's willingness to consider private sector solutions to this problem offers opportunity to independent power producers. Several major American companies are already active in this sector.

According to Ghana's Statistical Service, there remain vast opportunities in so many other industries and economic sectors, many—if not all—also happen to have a considerable presence in the Garden State. These include:

- Computers and Peripherals
- Automobiles/Light Trucks/Vans
- Electrical Power Systems
- Construction and Earth Moving Equipment
- Mining Industry Equipment
- Food Processing and Packaging Equipment
- Information Technology and Telecommunications
- Healthcare and Medical Supplies
- Education and Training
- Transportation
- Energy

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FAST FACTS: REPUBLIC OF SOUTH AFRICA

Geography

South Africa is located at the southern tip of the African continent. The nation is slightly less than twice the size of Texas. Capital: Pretoria; note—Cape Town is the legislative center and Bloemfontein the judicial center.

Bordering countries are Botswana, Lesotho, Mozambique, Namibia, Swaziland, and Zimbabwe. The republic's terrain includes a vast interior plateau rimmed by rugged hills and narrow coastal plain.

South Africa's climate is mostly semiarid; subtropical along east coast with sunny days and cool nights.

Elevations range from 0 at the Atlantic Ocean to more than 11,000 feet at Njesuthi, the country's highest point.

Economy

Imports were \$28.1 billion (f.o.b., 2001 est.) and included machinery, foodstuffs and equipment, chemicals, petroleum products and scientific instruments.

Major industries include mining (world's largest producer of platinum, gold, chromium), automobile assembly, metalworking, machinery, textile, iron and steel, chemicals, fertilizer and foodstuffs.

South Africa is a middle-income, developing country with an abundant supply of resources, well-developed financial, legal, communications, energy, and transport sectors.

South Africa has a stock exchange that ranks among the 10 largest in the world, and a modern infrastructure supporting an efficient distribution of goods to major urban centers throughout the region.

Growth has not been strong enough to cut into the high unemployment rate.

At the start of 2000, President Mbeki vowed to promote economic growth and foreign investment, and to reduce poverty by relaxing restrictive labor laws, stepping up the pace of privatization, and cutting unneeded governmental spending.



In 2001, the economy slowed largely the result of the slowing of the international economy.

Natural Resources

Gold, chromium, antimony, coal, iron ore, manganese, nickel, phosphates, tin, uranium, gem diamonds, platinum, copper, vanadium, salt and natural gas.

U.S. Embassy

Ambassador Cameron H. Hume.

The embassy is located at 877 Pretorius Street, Pretoria.

Mailing address:

P. O. Box 9536,

Pretoria 0001.

Telephone: [27] (12) 342-1048.

Fax: [27] (12) 342-2244.

Consulates are located in Cape Town, Durban and Johannesburg.

Detailed information of the Republic of South Africa can be found on the U.S. Department of State Web Site www.state.gov/pla/cil/gh and the Central Intelligence Agency's World Factbook 2002 <http://www.cia.gov/cia/publications/factbook/index.html>

Americans living in or visiting South Africa are encouraged to register at the Consular Section of the nearest U.S. consulate and obtain updated information on travel and security within South Africa.

Entry/Exit Requirements

U.S. citizens traveling to South Africa are required to have a valid passport. A visa is not required for regular passport holders on bona fide holidays or business visits for periods of up to 90 days or in transit.

Travelers may obtain further information from the Embassy of South Africa
3051 Massachusetts Ave., N.W.
Washington, D.C. 20008
(202) 232-4400,
Web Site at <http://www.saembassy.org>

Customs Restrictions

Travelers must declare all goods in their possession with the exception of personal clothing, essential toilet articles, and used sporting equipment. In order to be free from declaration, these goods must be for the passenger's personal use and not intended as gifts or to be sold, exchanged, or traded. All articles, used or unused, carried by the visitor as presents or parcels for other persons, must be declared.

There are no restrictions on the amount of U.S. currency that may be taken into South Africa. But, U.S. Dollars cannot be used in South Africa and must be converted into Rand by authorized foreign exchange dealers, hotels, commercial banks, and certain travel agencies.

It is illegal to convey foreign currency to anyone else and Dollars may not be used in commercial or other private transactions.

Credit Cards

International credit cards like Visa, American Express and MasterCard are accepted in larger cities. However, restrictions may apply in small towns and rural areas.

Safety and Security

Political violence has significantly decreased in most areas of South Africa since the establishment of a democratically-elected government in May 1994.

Areas most frequented by tourists, such as major hotels, game parks, and beaches, have generally been unaffected by political violence.

Travelers are encouraged to be vigilant and avoid any large gathering. While visiting game parks and reserves, leaving your vehicle or otherwise being on foot can be dangerous, even in the presence of a guide.

There have been several incidents of wild animal attacks on tourists in the region, which have resulted in deaths and serious injury.

Medical Facilities

Private medical facilities are good in urban areas and in the vicinity of game parks and beaches, but they may be limited elsewhere.

Medical Insurance

The Department of State strongly urges Americans to consult with their medical insurance company prior to traveling abroad to confirm whether their policy applies overseas and if it will cover emergency expenses such as a medical evacuation.

U.S. medical insurance plans seldom cover health costs incurred outside the United States unless supplemental coverage is purchased.

Useful information on medical emergencies abroad, including overseas insurance programs, is provided in the Department of State's Bureau of Consular Affairs brochure, *Medical Information for Americans Traveling Abroad*, available via the Bureau of Consular Affairs home page or autofax: (202) 647-3000.

Other Health Information

Information on vaccinations and other health precautions may be obtained from the Centers for Disease Control and Prevention's international travelers hotline at 1-877-FYI-TRIP (877-394-8747); fax: 1-888-CDC-FAXX (1-888-232-3299), or via the CDC's Internet site at <http://www.cdc.gov>

Business Attire

South African business people tend to dress conservatively. Loud sports jackets and slacks are rarely seen at work.

South African businesswomen tend to wear woolen or woven cotton blend suits in the cooler months April through August. In the warmer months cotton or linen suits are appropriate. Men tend to favor medium or heavy woolen suits for year-round wear.

During the warmer months of October through March, darker lightweight fabrics such as tropical worsted are appropriate and a lightweight raincoat is recommended. A medium-weight overcoat is recommended for the colder months of April through August.

Time Difference

South Africa is seven hours ahead of Eastern Standard Time in the U.S.

Telephone

The international code for South Africa is 27. If calling from the U.S. dial 011 before the country code.

Electricity

Current is 220/240 volts. Take adaptor plugs for razors, blow driers and other electrical appliances.

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SOUTH AFRICA:

General Economic Overview

- South Africa has a GDP of \$126 billion (2001) with significant growth potential. The nation enjoys easy access to other markets in Africa, has sophisticated financial institutions and capital markets, a good communication infrastructure, lower labor costs than western industrialized countries and inexpensive electrical power and raw materials.
- Since 1994 when the first democratically elected government came into power, the country became politically stable with a more open and outwardly oriented economy.
- South Africa is a member of the World Trade Organization (WTO). American products qualify for South Africa's most-favored-nation tariff rates. South Africa also is an eligible country for the benefits under the African Growth and Opportunity Act (AGOA), and most of its products can enter the United States market duty free.
- South Africa has done away with most import permits except on used products and products regulated by international treaties. It also remains committed to the simplification and continued reduction of tariffs within the WTO framework and maintains active discussions with that body and its major trading partners.

New Jersey + South Africa = Opportunity

- Due to its strategic location at the heart of the bustling Northeast business corridor, e-commerce and companies with e-commerce capabilities are thriving, therefore producing an abundance of New Jersey-based companies with extensive knowledge and expertise in all operational and business-related aspects that fall under the larger term "e-commerce."

Studies indicate that Internet business is expected to expand across all sectors for the next five years according to an article published in a weekly business publication. South Africa's once lagging e-commerce market is about to come of age, with more than R6 billion (\$1 billion) expected to be generated from local Internet purchases in 1999.

A survey by consultants BMI-TechKnowledge (BMI-T), shows that e-commerce is expected to grow significantly over the next three years. Acuity's web commerce survey states that this is the first year in which business-to-business spending has outstripped consumer purchasing power, with almost R4 billion being spent this year. This represents

growth of 14.5 times the amount of revenue generated in 1998 (R207 million). By 2003, it is estimated that R37 billion (\$6.1 billion) will be spent on business e-commerce.

- As mentioned previously, New Jersey is home to some of the nation's premier telecommunications companies, from AT&T, Verizon, Lucent Technologies, Avaya and others, in addition to a wealth of smaller, telecommunications-based small business enterprises.

Telecommunications analysts predict a growth rate of 14% in South Africa's telecommunications infrastructure in the next four years as a result of the sector's liberalization program. BMI-TechKnowledge has revealed that infrastructure spend in the sector is forecast to grow from R15.2 million for 2000 to R24.9 billion in 2005. This growth is expected to peak in 2002 and 2003 and then dip slightly over the next two years until local telecommunications operators start rolling out third generation (3G) networks and universal service mobile telephone systems (UMTS).

The South African telecommunications market will see a second fixed line national operator, Second Network Operator (SNO) compete with incumbent Telkom from May 2002, the licensing of State-owned signal satellite distributor Sentech with an international license, and the possible licensing of a third network operator in 2005.

- New Jersey is home to many of the leading environmental firms in the Northeast and throughout the country, firms such as URS, Schoor DePalma IT Corporation, the Louis Berger Group, Inc. and many others, including many growing small and mid-size environmental firms.

As the South African population (43 million) increases and become more urbanized, it will place increasing demands on land, water and air resources and consequently a greater need will exist for effective pollution control measures. The monitoring, measuring, and testing equipment market is estimated to be growing at roughly 10 percent to 12 percent per annum (real growth), and this trend is expected to continue for at least the next five years. Custom duties range from five percent to 25 percent in addition to a 14 percent value-added tax (VAT) which is levied on all non-essential goods and services.

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Within the medical waste industry waste management practices are beginning to shift from focusing solely on utilizing incinerators to implementing alternatives such as autoclaves, rotoclaves and microwaves. The country's approximate 40,000 tons of medical waste are currently being combusted through the individual Provinces' incinerators and landfills. As a response to the increase prevalence of diseases such as AIDS, more construction of provincial hospitals will afford opportunities to implement new and affordable technology to replace the current medical waste disposal methods.

- New Jersey is widely regarded as America's foremost pharmaceutical, medical technology and supply leader, giving the state a tremendous advantage in one of the world's most challenging and competitive industry sectors.

More than \$1 billion worth of pharmaceuticals is sold in South Africa annually and the market has been averaging a solid 4.8 percent growth rate over the past few years.

Tariff rates are relatively low and import penetration is significant at 35 percent. Imports are growing at a faster rate than the overall market (9.3 percent) and the prospects for further inroads is great, especially as the South African authorities, the private sector and international development bodies begin to coordinate their strategy to combat the HIV/AIDS pandemic.

The market is the most advanced in Africa and receptive to imported products. In the latest survey, 148 companies were identified as manufacturing and/or distributing approved pharmaceuticals in South Africa. Roughly speaking market share is divided equally between South African, U.S. and European manufacturers. It is a very competitive market, and one that shifts significantly in response to the latest worldwide developments.

Moreover, market research indicates a wealth of opportunities for business investment in other industries and market sectors, all of which have a significant and strong presence within New Jersey's diverse \$380 billion economy. These include:

- Agriculture
- Cellular Telephony
- Computer Software and Services
- (Eco-) Tourism
- Security and Safety Equipment
- Chemical Industry
- Mining and Minerals
- Computers and Peripherals
- Information Technology and Telecommunications
- Healthcare and Medical Supplies